



2025 Media Kit



Connected. Vetted. Respected.





United since 1987.





Who We Are



The **New England Motor Press Association** is a united guild of journalists, opinion leaders, and content creators working in automotive media across six states and a committed partner to every major automaker.



Who We Are



For 37 years, NEMPA has served the automotive industry with access to **vett**ed media, **ex**clusive events, and nationally-acclaimed **aw**ards that reflect the group's rigorous testing and recognition of the people making it all possible.



Where We Are



We live in a densely populated and diverse market with among the nation's highest per-capita income and personal spending. But New Englanders watch how they spend. They want cars to deliver value and high performance in every season. **That's where we come in.**

NEW ENGLAND AT A GLANCE

\$60.2B

New car sales

633K

New car volume

\$83.5K

Avg. median income

Sources: National Automobile Dealers Association, Alliance For Automotive Innovation.



Media Reach

NEMPA is the **trusted supplier of automotive information** to the 15 million citizens of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.



Hartford Courant

The Providence Journal

The Ellsworth American.





Media Reach

Our combined coverage, analysis, and influence across all platforms reaches **more than 250 million** readers, listeners, and viewers in the U.S. and globally, every month.





Event Hosting



For meetings and special presentations, NEMPA has exclusive use of a **14,000-square-foot event space** outside Boston that also houses one of the finest collections of automotive memorabilia anywhere in the country.



Event Hosting



In addition to its annual awards dinner and holiday party, NEMPA invites OEMs to host product launches, test drives, and networking events every month.

- 30+ media in regular attendance, plus affiliates in outside markets
- Vehicle shipping and prep
- Pro-grade A/V and livestreaming
- Catering and custom hospitality
- Maximum brand exposure and major cost savings over national press trips



Ragtop Ramble



The Ragtop Ramble is our **signature drive event** that showcases the industry's finest cars and the scenic beauty of coastal New England.



Ragtop Ramble



The Ragtop Ramble is the benchmark for regional press events. It is a unique chance for dozens of journalists and PR to **network**, enjoy the **latest cars**, and explore the **vibrant culture and history** our region has to offer.

- 30+ performance and specialty vehicles arranged in the spirit of a vintage road rally
- Begins in Boston at the Larz Anderson Auto Museum, the nation's oldest private collection
- Key draw and one swap at the halfway point in New Hampshire
- Oceanside lobster lunch at a historic luxury resort in Kennebunkport
- Sponsorships and brand placements available





Winter Vehicle Testing



We are the **only automotive press association** that formally conducts cold-weather testing. Our experience with winter driving and commitment to evaluate vehicles in **extreme weather conditions** are unmatched.



Winter Vehicle Testing



New England has a harrowing mix of challenging topography and the country's oldest roads. During our harsh winter—and in the long-lasting chill of fall and spring—we test. Winning a **NEMPA Winter Vehicle Award** means that vehicle stands up to anything.

- Testing starts in October during the first cold snaps, members meet in February for a multi-vehicle test, voting ends in May
- Winners offer winter-specific features plus the dynamic qualities that make for safe, enjoyable, and competent all-weather driving



Winter Vehicle Awards



NEMPA recognizes winter excellence across 16 categories. Our awards, backed up by nearly four decades of experience, **support regional sales and marketing** in New England and cold weather states.

- Turnkey, license-free promotion for local dealerships and regional managers
- Special awards for top-performing automotive PR and executives



Membership



NEMPA media membership is by invitation. Our standard for quality journalism and dedication to our OEM partners require that we thoroughly vet applicants on professional and personal merit. NEMPA members are **talented, trusted, and committed** to the success of the automotive industry.

Associate membership is open to automakers and those outside the New England region.



Vehicle Fleet



We rely on a strong press fleet to produce compelling content for our media outlets. NEMPA members work with one preferred vendor to manage all vehicle loans and maintain a continuous, reliable schedule. Everyday, **Automation International** keeps NEMPA moving.

- 40-year logistical experience in vehicle transport, prep, maintenance, and media hospitality
- Secure storage with temperature-controlled garages
- Longstanding relationships with nearly all OEMs and speciality makes
- Quarterly press clip reporting





Board of Directors



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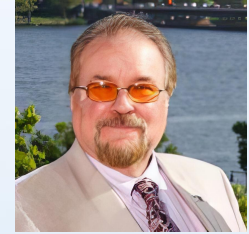
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John Lawlor
Founder, Events Coordinator

Key contacts

Events and Loans: johnlawlor@jslautomotion.com

Sponsorships and Public Relations: lisa@nempa.org

Membership and Awards: clifford.atiyeh@live.com, george.h.kennedy.iii@gmail.com, gmiles24@comcast.net